



WTIC-TV

ORDER

Print Date 10/23/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 400109 - 2

Original Date / Revision
10/23/12 10/23/12

Advertiser Democratic Senatorial Campaign

Agency Great American Media

Buying Contact

3050 K St NW
Washington, DC 20007

Product

DSCC IE

Agency Com 15%

Billing Contact

3050 K St NW
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2158

Alt Order # 06386376

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 14% Market Value 218035

Competing Station	% of Order	Amount
2WCCT	1%	2180
3WFSB	29%	63230
4WVIT	16%	34885
5WTNH	40%	87214
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$15,682.50	\$18,450.00	0.00	10/01/12	10/28/12	25	\$15,682.50	\$18,450.00
November 2012	13	\$10,263.75	\$12,075.00	0.00	10/29/12	10/29/12	13	\$10,263.75	\$12,075.00
Totals	38	\$25,946.25	\$30,525.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/23/12	10/26/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	- TWTF - -	:30	2	\$200.00	02	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	- TWTF - -		2		\$200.00		0.00					
E 2	61	10/23/12	10/26/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	- TWTF - -	:30	2	\$1,800.00	02	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	- TWTF - -		2		\$1,800.00		0.00					
E 3	61	10/23/12	10/26/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	- TWTF - -	:30	2	\$200.00	02	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	- TWTF - -		2		\$200.00		0.00					
E 4	61	10/23/12	10/26/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	- TWTF - -	:30	2	\$300.00	02	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	- TWTF - -		2		\$300.00		0.00					



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Contract / Revision **400109- 2** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Carr** Product **DSCC IE**Estimate # **2158**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	61	10/23/12	10/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF - -	:30	2	\$425.00	02	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					2	\$425.00		0.00			
E 6	61	10/23/12	10/26/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	- TWTF - -	:30	2	\$650.00	02	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					2	\$650.00		0.00			
E 7	61	10/23/12	10/26/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- TWTF - -	:30	2	\$650.00	02	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					2	\$650.00		0.00			
E 8	61	10/23/12	10/26/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	- TWTF - -	:30	3	\$400.00	02	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					3	\$400.00		0.00			
E 9	61	10/23/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- TWTF - -	:30	2	\$350.00	02	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					2	\$350.00		0.00			
E 10	61	10/23/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	- TWTF - -	:30	2	\$150.00	02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					2	\$150.00		0.00			
11	61	10/29/12	10/29/12	Mon Prime Rotator X-Factor	CM	8p-10p	1 - - - - -	:30	1	\$6,500.00	03	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1 - - - - -					1	\$6,500.00		0.00			
E 12	61	10/27/12	10/27/12	Sa 12p-4p Sat 1-230p	CM	1p-23p (1:00 PM-2:30 PM)	- - - - 1 -	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - 1 -					1	\$300.00		0.00			
13	61	10/28/12	10/28/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	- - - - - 1	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - 1					1	\$200.00		0.00			
14	61	10/24/12	10/24/12	Wed Prime Rotator X-Factor	CM	8p-10p	- - 1 - - -	:30	1	\$6,000.00	02	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - 1 - - -					1	\$6,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	61	10/22/12-10/28/12		Wed Prime Rotator		8p-10p	- - W - - - -	:30		(\$6,000.00)		0.00	NM		
Credited															
15	61	10/29/12	10/29/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	1 - - - - -	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1 - - - - -					1	\$200.00		0.00			
16	61	10/29/12	10/29/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	1 - - - - -	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1 - - - - -					1	\$1,800.00		0.00			



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Contract / Revision **400109- 2** Flight Dates **10/23/12-10/29/12**Hiatus DatesOriginal Date / Revision 10/23/12/ 10/23/12Order Sep 00:15:00Advertiser **Democratic Senatorial Carr** Product **DSCC IE**Estimate # **2158**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	61	10/29/12	10/29/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$200.00		0.00			
18	61	10/29/12	10/29/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$300.00		0.00			
19	61	10/29/12	10/29/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$425.00	02	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$425.00		0.00			
E 20	61	10/29/12	10/29/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	4-----	:30	4	\$400.00	02	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	4-----					4	\$400.00		0.00			
E 21	61	10/29/12	10/29/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	3-----	:30	3	\$350.00	02	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	3-----					3	\$350.00		0.00			
E 22	61	10/23/12	10/23/12	Tue Prime Rotator X-Factor	CM	930p-1030p (9:30 PM-10:30 PM)	- 1-----	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1-----					1	\$6,000.00		0.00			
N 23	61	10/27/12	10/27/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	----- 1-	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-					1	\$1,300.00		0.00			
Totals														38	\$30,525.00